Strategic Overview

- Focus on consumer/brand values
  - YAS get/keep
  - Increase loyalty/strengthen relationships
  - Re-enforce brand image

- Adhere to guiding principles

Guiding Principles

"In Brand Character"
Proprietary
Leadership Scale
News!
Efficiency
Relationship Building

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Source: https://www.industrydocuments.ucsf.edu/docs/glmn0004